

ORDER



Orders	Order / Rev:	<u>666668</u>	WUSA
	Alt Order #:	<u>06012976</u>	
	Product Desc:	<u>US CHAMBER OF COMMER</u>	
	Estimate:	<u>216222</u>	
	Flight Dates:	<u>02/16/12 - 02/22/12</u>	Primary AE:
	Original Date / Rev:	<u>02/14/12 / 02/14/12</u>	Sales Office:
	Order Type:	<u>Core</u>	Sales Region:
Agency	Name:	<u>Del Cleo Media/ POL</u>	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		<u>10755 Scripps Poway Pkwy, Suite 550</u>	EOM/EOC
		<u>San Diego, CA 92131</u>	Agency Commission:
			<u>15%</u>
Advertiser	Name:	<u>US Chamber of Commerce</u>	
	Demographic:	<u>A35+</u>	New Business Thru:
	Product Codes:	<u>IS-Issue/Non Ballot,IS-Issue/Ballot</u>	Order Separation:
	Priority:	<u>P-5</u>	Advertiser External ID:
	Revenue Codes:	<u>AGY, GEN, POL</u>	Agency External ID:

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
01/30/12	02/22/12	28	\$40,050.00	\$34,042.50	February 2012	28	\$40,050.00	\$34,042.50	57.70
					Totals	28	\$40,050.00	\$34,042.50	57.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Order Share	Share	Total
WUSA	25%	\$40,050.00
Market	100%	\$160,200.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	25%	\$40,050.00
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	25%	\$40,050.00
WTG	25%	\$40,050.00
WWPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	02/16/12	02/16/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	---T---	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 02/13/12	02/19/12	---T---		1	\$600.00			2.20					
E 2	WUSA	02/17/12	02/17/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		Start Date	End Date	Weekdays		Spots/Week				Rate		Rating			
		Week: 02/13/12	02/19/12	----F--		1	\$600.00			2.20					

Order / Rev: 656668
Alt Order #: 06012976
Flight Dates: 02/16/12 - 02/22/12

Advertiser: US Chamber of Commerce
Product Desc: US CHAMBER OF COMMER
Estimate: 216222

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WUSA	02/20/12	02/20/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	M-----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	M-----		1				\$600.00		2.20			
E 4	WUSA	02/21/12	02/21/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	-T-----		1				\$600.00		2.20			
E 5	WUSA	02/22/12	02/22/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	--W----	:30	1	\$600.00	P-2	2.20	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	--W----		1				\$600.00		2.20			
E 6	WUSA	02/19/12	02/19/12	Face the Nation Face the Nation	CM	1030-11a	-----S	:30	1	\$18,000.00	P-3	1.30	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	-----S		1				\$18,000.00		1.30			
E 7	WUSA	02/16/12	02/16/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	---T---	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	---T---		1				\$400.00		1.00			
E 8	WUSA	02/17/12	02/17/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	----F--		1				\$400.00		1.00			
E 9	WUSA	02/20/12	02/20/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	M-----	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	M-----		1				\$400.00		1.00			
E 10	WUSA	02/22/12	02/22/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--W----	:30	1	\$400.00	P-3	1.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	--W----		1				\$400.00		1.00			
E 11	WUSA	02/17/12	02/17/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	----F--		1				\$225.00		0.80			
E 12	WUSA	02/20/12	02/20/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	M-----		1				\$225.00		0.80			
E 13	WUSA	02/21/12	02/21/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	-T-----		1				\$225.00		0.80			
E 14	WUSA	02/22/12	02/22/12	CBS This Morning CBS This Morning	CM	7-9a	--W----	:30	1	\$225.00	P-3	0.80	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	--W----		1				\$225.00		0.80			
E 15	WUSA	02/16/12	02/16/12	9 News @ 5p 9 News @ 5p	CM	5-6p	---T---	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	---T---		1				\$500.00		1.40			
E 16	WUSA	02/17/12	02/17/12	9 News @ 5p 9 News @ 5p	CM	5-6p	----F--	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	----F--		1				\$500.00		1.40			
E 17	WUSA	02/20/12	02/20/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/20/12	M-----		1				\$500.00		1.40			

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Advertiser: US Chamber of Commerce
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WUSA	02/20/12	02/20/12	9 News @ 5p 9 News @ 5p	CM	5-6p	M-----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	M-----		1				\$500.00		1.40			
E 18	WUSA	02/22/12	02/22/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--W----	:30	1	\$500.00	P-3	1.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	--W----		1				\$500.00		1.40			
E 19	WUSA	02/18/12	02/18/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$350.00	P-2	2.10	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	-----S-		1				\$350.00		2.10			
E 20	WUSA	02/18/12	02/18/12	CBS Evening News Sat CM CBS Evening News Saturday	CM	Sat 630-7p	-----S-	:30	1	\$800.00	P-3	1.90	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	-----S-		1				\$800.00		1.90			
E 21	WUSA	02/19/12	02/19/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	1	\$800.00	P-3	11.80	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	-----S		1				\$800.00		11.80			
E 22	WUSA	02/16/12	02/16/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	---T---	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	---T---		1				\$1,800.00		2.40			
E 23	WUSA	02/17/12	02/17/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----F--	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	----F--		1				\$1,800.00		2.40			
E 24	WUSA	02/18/12	02/18/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	-----S-		1				\$1,800.00		2.40			
E 25	WUSA	02/19/12	02/19/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/13/12	02/19/12	-----S		1				\$1,800.00		2.40			
E 26	WUSA	02/20/12	02/20/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	M-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	M-----		1				\$1,800.00		2.40			
E 27	WUSA	02/21/12	02/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-T-----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	-T-----		1				\$1,800.00		2.40			
E 28	WUSA	02/22/12	02/22/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--W----	:30	1	\$1,800.00	P-3	2.40	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 02/20/12	02/26/12	--W----		1				\$1,800.00		2.40			

Totals

28

\$40,050.00

REP HEADLINE# 6012976
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP FEB14/12 13:25
*** WUSA-TV ***

REP: TEL# 323 634-8029
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT.

FAX# 323/935-9495

NEW * * * ORIGINAL REV#0 * * * 656668
ADD
DELETE
ORDER

BIAS#

1/AGENCY#

DATE

DEL CIELO MEDIA

LINE/S

2/ADVERTISER#

ISS/US CHAMBER OF COMMERCE

US CHAMBER OF COMMERCE

PARTIAL LINE/S

3/PROD# EST#* * * *

ALEX LAVIN

20/BOS 4/SLSP#

5/REP#

21/BILL WK. MO-SU

63/ECON 64/ACON

59/STATE TAX

10/BILL CODE

11/RATE CARD

14/ORDER TYPE

17/RTG SVC - NSI

57/CO-OP TYPE CO-OP KEY D/P REC#

58/CITY TAX

REP:

NEW ORD
TOT \$40,050/28X
PLS CNF 2/14
DONNIE FOR ALEX

CON CM

* * * * THIS IS A CASH IN ADVANCE SCHEDULE * * * *

THIS IS AN ADVOCACY FOR "US CHAMBER OF COMMERCE" 216222

BS REP LN# LN# CD DAYS BEGIN END TIME TIME PTRN LNTH DATE BEGIN END CLS SEC PLAN PRICE SPT /WK RATE SPOT STATION CD STS SPOT
LN# LN# CD DAYS BEGIN END TIME TIME PTRN LNTH DATE BEGIN END CLS SEC PLAN PRICE SPT /WK RATE SPOT STATION CD STS SPOT
AGENCY ADVERTISER CODE = USCHA AGENCY EST# = 216222
AGENCY PRODUCT CODE = ORDR

1	THU	1200N-1230P	30	02/16	02/16	1	\$600.00	P2	1
PROGRAM :	NEWS	RA35+	: 2.2	1200N-1230P	30 02/17 02/17	1	\$600.00	P2	1
PROGRAM :	NEWS	RA35+	: 2.2						

REP HEADLINE# 6012976

REP: TEL# 323 634-8029 FAX# 323/935-9495
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT: FROM REP

FEB 14 / 12 13 - 25
***** WUSA-TV *****

BS	REP	LN#	LN#	CD	DAYS	BEGIN	END	CLS	SEC	PRICE	SPT	STATION	STS	
						TIME	TIME	PTRN	LNTH	DATE	13/	14/	PLAN	
										DATE	16/	/WK	CD	
3	MON					1200N-1230P				30 02/20 02/20		1	\$600.00	f2
PROGRAM : NEWS RA35+												1	\$600.00	
4 TUE						1200N-1230P				30 02/21 02/21		1	\$600.00	p2
PROGRAM : NEWS RA35+												1	\$600.00	
5 WED						1200N-1230P				30 02/22 02/22		1	\$600.00	
PROGRAM : NEWS RA35+												1	\$600.00	
6 SUN						1030A-1100A				30 02/19 02/19		1	18000.00	p3
PROGRAM : FACE THE NATION RA35+												1		
7 THU						600A-700A				30 02/16 02/16		1	\$400.00	p3
PROGRAM : NEWS RA35+												1		
8 FRI						600A-700A				30 02/17 02/17		1	\$400.00	
PROGRAM : NEWS RA35+												1		
9 MON						600A-700A				30 02/20 02/20		1	\$400.00	
PROGRAM : NEWS RA35+												1		
10 WED						600A-700A				30 02/22 02/22		1	\$400.00	
PROGRAM : NEWS RA35+												1		
11 FRI						700A-900A				30 02/17 02/17		1	\$225.00p3	
PROGRAM : EARLY SHOW RA35+												1		
12 MON						700A-900A				30 02/20 02/20		1	\$225.00	
PROGRAM : EARLY SHOW RA35+												1		

REP HEADLINE# 6012976

REP: TEL# 323 634-8029
CREDIT ADVISORY: AGEN
ORDER WORKSHEET

FAX# 323/935-9495

CY CREDIT RISK !!!
HARRIS RPT. F

ROM REP

FEB 14 / 12 13 . 25

*** WUSA-TV ***

REP HEADLINE# 6012976

REP: TEL# 323 634-8029

FAX# 323/935-9495

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

HARRIS RPT. FROM REP

FEB14/12 13.25

*** WUSA-TV ***

BS LN#	REP LN#	CD	DAYS	BEGIN TIME	END TIME	PTRN	LNTH	BEGIN DATE	END DATE	CLS 13/	SEC 14/	PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD	CD SC#	STS 23/	SPOT /LIN
				23	FRI				1100P-1135P			30	02/17	02/17					1
	PROGRAM : NEWS																		
	RA35+ : 2.4																		
24	SAT			1100P-1135P			30	02/18	02/18					1	\$1,800.00			1	
	PROGRAM : NEWS																		
	RA35+ : 2.4																		
25	SUN			1100P-1135P			30	02/19	02/19					1	\$1,800.00			1	
	PROGRAM : NEWS																		
	RA35+ : 2.4																		
26	MON			1100P-1135P			30	02/20	02/20					1	\$1,800.00			1	
	PROGRAM : NEWS																		
	RA35+ : 2.4																		
27	TUE			1100P-1135P			30	02/21	02/21					1	\$1,800.00			1	
	PROGRAM : NEWS																		
	RA35+ : 2.4																		
28	WED			1100P-1135P			30	02/22	02/22					1	\$1,800.00			1	
	PROGRAM : NEWS																		
	RA35+ : 2.4																		
FEB/12	40050.00														CONTRACT TOTAL	40050.00			
															TOTAL SPOTS	28			

MARKET TOTALS \$160,200 WUSA 25% WTTG 25% WJLA 25% WRC 25% WDCA 0% WDCW 0% CABL 0%

SHARES TBA

SVC- NSI

DEMOS- RA35+*